

The Case of Levi.

"Sometimes your city merchant could do worse than go out in the suburbs to find a perfect example of the power of advertising," said the occasional story teller, who was one of a crowd of Pittsburgh buyers returning in a Pennsylvania sleeper from a flying trip to New York.

"I live out in the suburbs of Greater Pittsburg, and the other day when I went in to urge my chief to spend more money in advertising a drive I had planned in my department I found the story of Solomon Levi of Blank Run helped a lot.

"Solomon Levi is not his name, but I'll give his name to any of you who want to use him on the 'old man' for an object lesson. Levi arrived at Blank Run only a little over a year ago. No; I don't live in that heaven forsaken spot. My home is across the hills, in Oakhurst, but I'm only half an hour away from Blank Run by trolley.

"That little settlement is the last place on earth where anybody would expect to make a success with a department store. But Levi made a success of it simply through advertising. There's only a dozen or two families in the settlement, all with limited buying capacity. Levi went prospecting along the trolley line shortly after it opened and found a big vacant barn in the place that he could get for a song. He took it because the rent was next to nothing and started to do a little inexpensive remodelin. Then he let a patent medicine painter put him up a flaring yellow sign across the end of the building, Solomon Levi's Department Store. Everybody laughed—a department store in Blank Run!

"But they didn't know Levi. He laid in a modest stock. That was the only thing about his establishment that was modest. He has since boasted that he had only \$100 capital and precious little credit when he started that wonderful general store. The next week we were all amazed to see a double page ad. right across the inside pages of our little weekly paper down at Oakhurst, telling people what they could get at Solomon Levi's for 1 cent, the things they could buy for 5 cents and the things for 10 cents. There must have been a hundred articles that he advertised for 1 cent—four clothespins, thirty invisible hairpins—you know, the things that women always are running out of.

"The merchants of my home town had been taking the usual six inch spaces to announce their sales. Solomon Levi's new general store at Blank Run overshadowed them. The following week he was quoting prices offered in all the other stores in the suburbs roundabouts in parallel columns with his own and offering to pay the trolley fare of every patron who bought 60 cents' worth or over at his store. Such catchlines as 'Why not save 15 cents on a dollar's purchase and get a trolley ride thrown in?' seemed to catch the eye of the frugal housewives in the workingmen's homes along the trolley line. Every week for five mortal weeks he kept that double page ad. going in our home paper—the biggest ad. in the paper. Every one of those five ads. compared the prices at the stores in the nearby suburbs with those at Solomon Levi's emporium, for it had grown to be an emporium by this time.

"Then he reduced the size of his advertising in the one paper and went into every blooming country paper he could find along the trolley line. By this time swarms of women with baskets were asking the conductors on the cars to put them off at Blank Run. They laughed and scoffed when they first saw the barnlike structure at the roadside, but they did their buying just the same.

"Soon my wife's washing

man was asking her why she didn't buy her washing soap at Solomon Levi's and save 2 cents on every three cakes. The stock at the emporium became more ambitious, and I do believe that in those days the proprietor enumerated every blessed article he carried in stock in his weekly ads. He took a shed alongside the big barn as an addition to the emporium and then moved an old frame house twenty feet to make another addition. All winter the women insisted on braving the weather each week to take advantage of the bargains at Blank Run. And now Solomon Levi owns the whole settlement. You can see his screaming signs a mile. At first his family furnished all the clerking force, but now he has a number of 'hired hands.' And a few weeks ago he announced that he had a 'arrived' as a successful merchant in a unique advertisement that ran something like this:

"Eighteen months ago I was worth \$100, today I am worth \$50,000. All because I gave the public bargains in what they wanted to buy at my great Blank Run Emporium.

"And his advertisement was accompanied by a picture of his family attired in their Sunday best!

"Rather unusual, he? Yes, it's freak case, I admit, but it's the clearest example of the power of advertising I ever saw. You fellows tell the 'old man' about it the next time you tackle him for some particular advertising campaign."—Pittsburg Dispatch.

ORDER OF PUBLICATION.

State of Missouri, ss.
County of Cape Girardeau.

In the Circuit Court, January term, 1909.

E. Z. Hitt, Plaintiff, vs. Earl E. Burke and Musie E. Burke, Defendants.

At this day comes the Plaintiff herein, by attorney and files his petition and affidavit alleging, among other things, that Defendants are non-residents of the State of Missouri, and the ordinary process of law cannot be served on them.

WHEREUPON, IT IS ORDERED by the clerk, that said Defendants be notified by publication that Plaintiff has commenced a suit against them in this Court for the purpose of making partition of the following described real estate situate, lying and being in Cape Girardeau County, State of Missouri, to-wit:

The northwest fractional quarter of section 17, township 33, range 14, East, containing 79.46 acres and that unless the said Earl E. Burke and Musie E. Burke be and appear at this Court, at the next term thereof, to be begun and holden at the Court House in the City of Jackson in said County, on the 4th day of January next, and on or before the day of said term, if the Term shall so long continue—and if not, then on or before the last day of said Term—answer or plead to the Petition in said cause, the same will be taken as confessed, and judgment will be rendered accordingly.

And it is Further Ordered, that a copy hereof be published, according to law, in the Jackson Herald.

J. E. Schmuke, Circuit Clerk.
By Alma Kiehne, D. C.

A true copy from the record. Witness my hand, and the seal of the Circuit Court of Cape Girardeau County, this 25th day of November, 1908.

J. E. Schmuke, Circuit Clerk.
(Seal.) Alma Kiehne, D. C.

NOTICE.

The undersigned forbids any hunting on her farm. Those found violating this order will be prosecuted to the full extent of the law.

Mrs. Jennie McGuire,
Gordonville, Mo.

ORDER OF PUBLICATION.

State of Missouri, ss.
County of Cape Girardeau.

In the Circuit Court, January term, 1909.

Sarah Harris, Della Hitt, and E. Z. Hitt, her husband, plaintiffs, vs. William H. Harris, Adelaide Hempstead, her husband, Sarah Hedge and ———— Hedge, her husband, Robert Harris, Bertha Brooks and Charles Brooks, her husband, Paul Harris, Bertha M. Harris, Robert Harris, Samuel L. Harris and Anna Harris, minor defendants. Action to vest title.

At this day come the Plaintiffs herein, by attorney and files his petition and affidavit alleging, among other things, that Defendants are non-residents of the state of Missouri, and the ordinary process of law cannot be served on them.

Whereupon, it is ordered by the clerk, that said Defendants be notified by publication that Plaintiff has commenced suit against them in this Court for the purpose of divesting title of the following described real estate situate, lying and being in Cape Girardeau County, State of Missouri, to-wit:

Lot No. 2 and South part of Lot No. 3 of N. E. 1/4 and S. part of E 1/2 of Lot No. 3 and E 1/2 of Lot No. 2 N. W. 1/4 Sec. 5, twp. 32 range 14, less one hundred acres off of the West End of the following described land known as Lot No. 2 and the South part of Lot No. 3 of the North East Quarter and the South part of the East half of Lot No. 3 and the East half of Lot No. 2 of the North West quarter Sec. 5, twp. 32, N. r. 14 East. The division line in surveying or measuring off said one hundred acres to run due North and South parallel with the Section line.

And that unless the said William H. Harris, Adelaide Hempstead, and ———— Hempstead, her husband, Sarah Hedge and ———— Hedge, her husband, Robert Harris, Bertha Brooks and Charles Brooks her husband, Paul Harris, Bertha M. Harris and Anna L. Harris, be and appear at this court, at the next term thereof, to be begun and holden at the court house in the city of Jackson in said county, on the 4th day of January next, and on or before the day of said term, if the term shall so long continue—and if not, then on or before the last day of said Term—answer or plead to the Petition in said cause, the same will be taken as confessed, and judgment will be rendered accordingly.

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The Rev. Irl R. Hicks Almanac.

For 1909, ready Nov. 15, 1908, best ever sent out, beautiful covers in colors, fine portrait of Prof. Hicks in colors, all the old features and several new ones in the book. The best astronomical year book and the only one containing the original "Hicks Weather Forecasts." By mail 35c, on news stands 30c. One copy free with Word and Works, the best \$1. Monthly in America. Discounts on almanacs in quantities. Agents wanted. Word and Works Pub. Co., 2201 Locust Street, St. Louis, Mo. Every citizen owes it to himself, to his fellows and to Prof. Hicks to possess the "Hicks" forecasts, —the only reliable.



Hawkes Cut Glass

No piece without the trade-mark on it is genuine.

Is clear crystal. Other glass shows a tint yellowish or greenish or a smoky appearance when held to the light. In Hawkes Cut Glass its innumerable facets sparkle and gleam, catch the light and gladden. This is important, as the EFFECTIVENESS of your cut glass depends upon its brilliancy.

Come in and see our display of this line of goods. Our Holiday stock will arrive soon. It will impress you in its beauty.

Jackson Jewelry Company
Jewelry Headquarters

Dr. C. V. ALSOP
Resident Dentist



Dentistry Practiced in All Its Branches.
Office phone 178; Residence 78.
Anesthetics for the painless extraction of teeth used if desired (and free of charge). Examination and consultation free. All the work is done in my office; none of it is sent away. Satisfaction guaranteed. References cheerfully given.

JACKSON, MISSOURI.

Dr. J. L. Jenkins,
RESIDENT DENTIST
Jackson, Missouri

Gold Fillings, Silver Fillings, Cement Fillings, Artificial Teeth, Teeth cleaned, Plates repaired. Painless Extraction free when Plates are wanted.

Orren Wilson,
ATTORNEY AT LAW

NOTARY PUBLIC
COLLECTIONS A SPECIALTY
CAPE GIRARDEAU MISSOURI

David B. Hays
ATTORNEY AT LAW
Jackson, Mo.

Office: West side of Public Square, Telephone 46.

HOUSE MOVING
If you have a house or barn move, call on or write to.

CHAS. VINYARD
R. F. D. No. 1 Jackson, Mo.
Terms reasonable; work satisfactory.

D. F. SADLER,
Resident Dentist,
JACKSON, MISSOURI



Will visit Daisy second Monday; Appleton, Tuesday following; Gordonville, Third Monday in each month; Hitt, Tuesday following. Dentistry practiced in all its branches. Crown and Bridge Work a specialty. All work done in my office. All work guaranteed. Teeth extracted without pain. Consultation and examination free.
Office over Jones' drug store.

S. T. DALEY,
Located at Whetstone's Machine Shop, east side of public square.
PLUMBING & PIPE FITTING
Special attention to guttering and tin work.

LOOK & LISTEN

But "mum's" the word. Get your family washing done at the
Jackson Laundry
for 75c. Phone 125 and our wagon will call. Satisfactory guaranteed.

TIME CARD NO. 18

Chester, Perryville & SteGenevieve
Railway Company.
Cape Girardeau & Chester
Railway Company.
NORTH BOUND DAILY
No. 2 Mail and Ex Lv. Jackson 7:45 a.m.
EAST BOUND DAILY
No. 1 Mail and Ex Lv. Jackson 4:40 p. m.

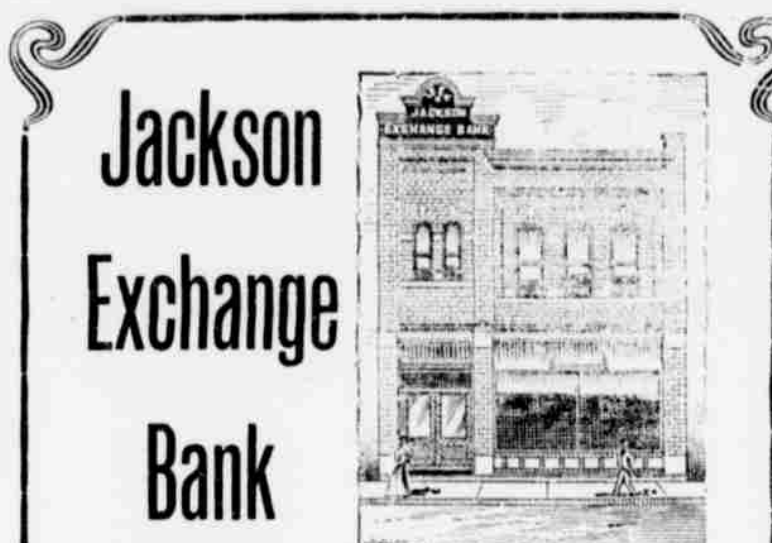
A Message to the 7 and 8 Per Cent. Borrowers!

Loans of \$1000.00 and upward made on Improved Farms at 6 per cent. interest for five years. Principal may be paid at any interest pay day in denominations of \$100.00 or multiples thereof.
The kind of Money to tide you over Financial Plururies and Panics.
SAM VANDIVORT, Abstractor and Local Loan Agent, Jackson.

DOCTOR KING

THE OLD RELIABLE DOCTOR. OLDEST IN AGE AND LONGEST LOCATED. REGULAR GRADUATE IN MEDICINE.
WE OFFER YOU THE LARGEST AND VALUABLE EXPERIENCE OF THE LONGEST ESTABLISHED AND MOST RELIABLE SPECIALISTS IN THE CITY OF ST. LOUIS.
Authorized by the State to treat CHRONIC, NERVOUS AND SPECIAL DISEASES. We guarantee to refund money if not cured. All medicines furnished ready for use—no mercury or injurious medicines used. No distraction from business. Patients at a distance treated by mail and express. Medicines sent everywhere free from gaze or breakage. No medicine sent C. O. D. unless instructed. Charges low. Thousands of cases cured. State your case and send for terms. Consultation FREE and confidential, in person, or by letter. Call or write today. Don't delay.

Nervous Debility and Weakness Stricture radically cured without the use of the results of youthful folly and excessive indulgence in sexual excesses. No treatment. No pain and no exposure. No caustics, cutting, bladders or cauterizing. No defecation from business. Thousands cured. We guarantee to refund money if not permanently cured. My book fully explains this disease.
Varicocele Enlarged veins in the scrotum—causing nervous debility, weakness of the nervous system, etc., permanently cured without pain.
Hydrocoele Free book—cured in a few days.
Phimosis Free to men upon application, with description of above diseases and cure, sent sealed in plain wrapper of Anatomy for Men Only. You are invited to see it when in the city. Very instructive. Costs nothing.
322 Pine St., Cor. 6th and Pine Sts.
St. Louis, Mo.
DR. KING MEDICAL ASSOCIATION,
(Thoroughly responsible. Legally incorporated under the laws of Missouri.)



Jackson Exchange Bank
JOHN A. SNIDER, President.
B. S. SCHWAB, Vice-Pres.
H. R. QUINN, Cashier.
L. F. WAGNER, Asst. Cashier.

CAPITAL \$20,000.

WE have the protection afforded by the Master Screw Door Safe and Yale Triple Time Lock, and carry Burglary Insurance and insurance against daylight robbery, and are members of the Bankers' Association, affording our depositors and customers every safeguard possible.

INTEREST PAID ON TIME DEPOSITS

JOHN ATKINSON
Piano Tuner and Repairer.

Formerly with Jesse French, Famous Old Organ Co. and the Thacker-Sterling Music House, St. Louis, Mo.
Phone 337. 433 Broadway.
Cape Girardeau.

RANGER REVOLVING BARB WIRE
HEAVY SINGLE WIRE
STRONG, DURABLE, CHEAP
DE KALB FENCE CO.
DE KALB, ILL. KANSAS CITY, MO.



AS WELL BANK ACCOUNT
makes a well man. He is a man that does things and is looked up to.

BIG BANK ACCOUNTS
as a rule are the growth of small beginnings. You bank with us and the accounts grow. Opportunity presents and you make a good investment. You double your capital and before you hardly know it you're rich. Try it and see.

The People's National Bank
Jackson, Mo.